



USDA Weekly Retail Shell Egg Feature Activity
Advertised Prices for Shell Eggs to Consumers at Major Retail Supermarket Outlets during the period of 10/28 thru 11/03
(prices in dollars per carton)

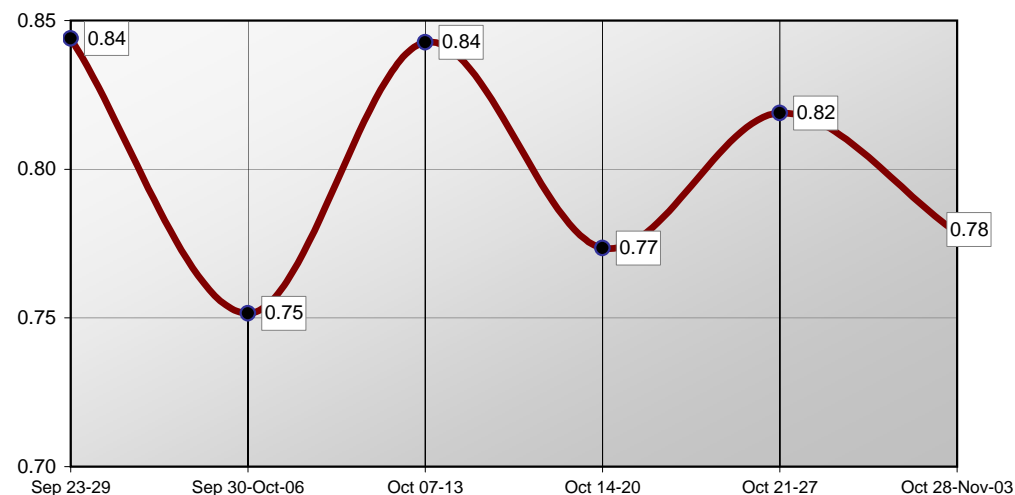
Fri. Oct 28, 2005

NATIONAL SUMMARY										
Feature Rate		THIS WEEK				PREVIOUS WEEK				
		19.1% of 16,700 stores				39.3% of 16,700 stores				
		X LARGE		LARGE		X LARGE		LARGE		
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
REGULAR	USDA GRADE AA									
	White 12 pack				160 0.85				440 0.91	
	White 18 pack				170 1.41				1,410 1.32	
	Brown 12 pack									
	USDA GRADE A									
	White 12 pack		100	0.95	430	0.73	100	0.96	1,160	0.85
SPECIALTY	White 18 pack				150 0.99				1,290 1.03	
	Brown 12 pack		200	2.00	200	2.00				
	USDA ORGANIC									
	White 12 pack									
	Brown 12 pack				480 3.05				410 3.68	
	OMEGA-3									
LARGE	White 12 pack				640 1.98		470 1.99		1,600 1.87	
	Brown 12 pack				190 2.56		110 1.99		310 2.00	
	CAGE-FREE									
	White 12 pack									
	Brown 12 pack				670 2.93				1,270 2.13	
ACTIVITY INDEX SUMMARY				THIS WEEK		LAST WEEK		INVENTORY 5/		
Regular Shell Eggs (XL/LG; AA/A; W/B)				1,410		4,400		Large Eggs on		
Specialty Shell Eggs				1,980		4,170		Oct-24-2005		
Total (including Medium)				3,440		8,710		458.5		
Special Rate 4/:				4.1%		10.0%		unchanged		

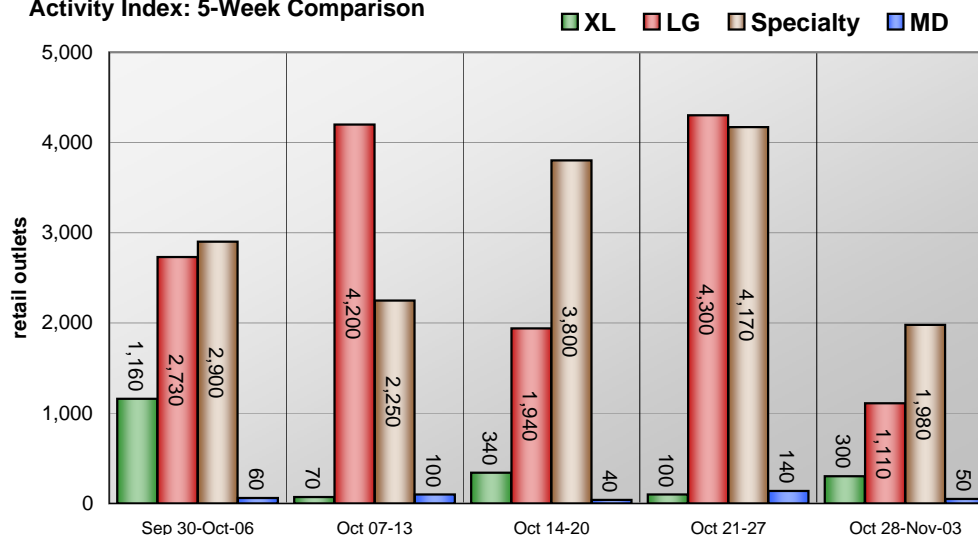
5/: Inventory in thousands of 30-dozen cases.

Shell Egg Featuring during the period of 10/28 thru 11/03
Overall feature activity decreased significantly on both regular and specialty shell eggs when compared to the previous week. Stores advertising Omega-3 type eggs is dramatically lower, however Organic brown showed a slight increase. Advertised prices levels for Large White 12 pack is down 12 cents from last week. The Shell egg inventory on Large eggs is about unchanged from a week ago.

Large White Eggs - Grade A or better, wtd avg. featured price converted to \$/dozen



Activity Index: 5-Week Comparison



Explanatory Notes

All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

Source: USDA Agricultural Marketing Service, Poultry Market News - (202) 720-6911

website: <http://www.ams.usda.gov/poultry/pymn.htm>



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		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)					
1/ Feature Rate 2/ Activity Index		24.6% of 3,800 sampled outlets Activity Index = 1,370 (includes Medium)						17.5% of 5,000 sampled outlets Activity Index = 950 (includes Medium)						15.2% of 2,400 sampled outlets Activity Index = 320 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack				0.85 10 0.85												0.79 10 0.79		
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack	0.89	40	0.89	0.89	50	0.89	0.99	40	0.99	0.60 - 0.99	160	0.71				0.59 - 0.69	200	0.68
	White 18 pack									0.99	50	0.99	0.99				100	0.99	
	Brown 12 pack	2.00	200	2.00	2.00	200	2.00												
	MEDIUM	White 12 pack			0.33 50 0.33			White 12 pack						White 12 pack					
		White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC										2.69 - 3.39 220 3.14								
	White 12 pack																		
		Brown 12 pack																	
	OMEGA-3																		
		White 12 pack				2.49	40	2.49				1.79 - 1.99	480	1.94				1.79	10
	Brown 12 pack				2.29	110	2.29												
	CAGE-FREE				2.50 - 3.18 670 2.93														
	White 12 pack																		
	Brown 12 pack																		
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						SOUTHWEST U.S. (CA,NV)						NORTHWEST U.S. (ID,MT,OR,WA,WY)					
1/ Feature Rate 2/ Activity Index		24.9% of 2,600 sampled outlets Activity Index = 240 (includes Medium)						0.8% of 2,000 sampled outlets Activity Index = 60 (includes Medium)						39.1% of 900 sampled outlets Activity Index = 500 (includes Medium)					
USDA GRADE AA	White 12 pack				0.77 - 1.00 140 0.86						1.50 20 1.50						1.38 - 1.50 150 1.40		
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack	0.99	20	0.99	0.99	20	0.99												
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
		White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC										2.89 20 2.89						2.89 - 2.99 240 2.98		
	White 12 pack																		
	Brown 12 pack																		
	OMEGA-3				1.99 20 1.99 2.99 40 2.99						2.89 20 2.89						1.99 90 1.99 2.89 20 2.89		
	White 12 pack																		
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack																		
	Brown 12 pack																		

Note: See page 1 for explanatory notes.

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